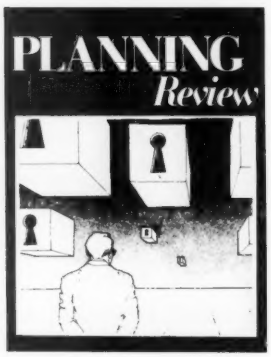
Article Index

January, 1978 Vol. 6/No. 1

Planning for Profit
Bradley T. Gale 4
Numerical Tests for the Business Environment
James B. Smith 8
A New Place at the Table
Rudolf W. Knoepfel 10
Inferential Monitoring: A Matter of Brain
Bennett Goodspeed and Charles Hess 14
The New Politics of Regulation
Richard S. Landry 19
Planning's Own Waterfall
Charles H. Granger 23
Zero-Base Budgeting
Darryl J. Ellis and Peter P. Pekar, Jr. 25

March, 1978 Vol. 6/No. 2



The Future of Futurists
William Sharwell 5
Balancing International Risk and Profit
F. T. Haner 9
Society's Five-Sided Attack on Management
Roy Amara 13
PIMS: Through a Different Looking Glass
Thomas H. Naylor 15
Cross-Sectional Analysis
Bradley T. Gale 17
A Second Look at U.S. Energy
John P. Henry, Jr. and David E. Raphael 21
Are You Running a Company or a Cloister?
J. S. Mendell 28

May, 1978 Vol. 6/No. 3

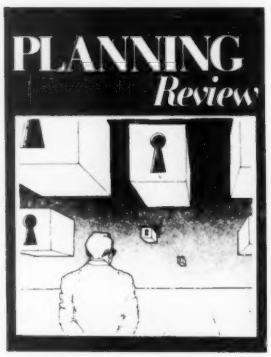
Focus on Future Business — North or South?
Andre van Dam 4
Canada's Uncertain Industrial Prospects
James M. Gilmour 8
Debunking the Monolithic Mogul
L. Daniel Maxim and William Cartwright 13
A New Route to the Bottom Line
S. Ranji 18

Article Index

January, 1978 Vol. 6/No. 1

Planning for Profit
Bradley T. Gale 4
Numerical Tests for the Business Environment
James B. Smith 8
A New Place at the Table
Rudolf W. Knoepfel 10
Inferential Monitoring: A Matter of Brain
Bennett Goodspeed and Charles Hess 14
The New Politics of Regulation
Richard S. Landry 19
Planning's Own Waterfall
Charles H. Granger 23
Zero-Base Budgeting
Darryl J. Ellis and Peter P. Pekar, Jr. 25

March, 1978 Vol. 6/No. 2



The Future of Futurists
William Sharwell 5
Balancing International Risk and Profit
F. T. Haner 9
Society's Five-Sided Attack on Management
Roy Amara 13
PIMS: Through a Different Looking Glass
Thomas H. Naylor 15
Cross-Sectional Analysis
Bradley T. Gale 17
A Second Look at U.S. Energy
John P. Henry, Jr. and David E. Raphael 21
Are You Running a Company or a Cloister?
J. S. Mendell 28

May, 1978 Vol. 6/No. 3

Focus on Future Business — North or South?
Andre van Dam 4
Canada's Uncertain Industrial Prospects
James M. Gilmour 8
Debunking the Monolithic Mogul
L. Daniel Maxim and William Cartwright 13
A New Route to the Bottom Line
S. Ranji 18

July, 1978 Vol. 6/No. 4

Planning at the Center
Robert J. Allio 5
A Conserver Society: Some Implications for the Packaging Industry
J. Graham Smith 10
The Annual Report -- Suit of Armor with a Hair Shirt
Kenneth L. Kline.....14
Acquisitions -- Is 50/50 Good Enough?
Darryl J. Ellis and Peter P. Pekar, Jr. 15
Five Often Overlooked Benefits of Planning
Walter B. Schaffir.....20
Six Stops in the Planning Game
Harold W. Henry 23

September, 1978 Vol. 6/No. 5

The Crisis of Unmanageability: Adapt to Change or Perish
Hazel Henderson.....3
The Positive Consciousness Process
Jay S. Mendell and W. Lynn Tanner 7
Canada Needs National Goals
J. A. Barnhill.....11
The (not too) Rocky Road for Economic Growth
Donald C. Baron 15
Too Much Planning Is "Half-Brained"
Jack Bologna.....18
Long-Range Planning Is Not for Everyone
H. Jack Shapiro and Ernest A. Kallman 27

November, 1978 Vol. 6/No. 6

The Coming Crunch over Corporate Governance
Arie Y. Lewin and James G. Wiles 3
Making MORE from Planning: R.J. Reynolds' Approach to Marketing Strategies
James F. Hind.....7
The Making of a Successful Venture Analysis Model
W. V. Barker, H. C. Sadowsky, and R. T. Wainwright11
Predicting the Costs of Litigation
Mark Bennett Victor 15
ZBB -- From Ground Zero
Henry H. Goldman.....19